

**THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2017**

(CUCBCSS—UG)

Complementary Course

BCM 3C 03—E-COMMERCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

**Part A***Answer all questions.**Each question carries 1 mark.*

I. Choose the correct answer :

- 1 The service that communicates with clients through various set of standard protocols and technologies is called :
  - (a) VoIP.
  - (b) Web services.
  - (c) XML.
  - (d) None of these.
- 2 A web page is transferred to users computer through :
  - (a) HTML.
  - (b) FTP.
  - (c) HTTP.
  - (d) XML.
- 3 Business to consumer e- commerce involves customers gathering information, purchasing and receiving products through :
  - (a) Catalogue.
  - (b) Store.
  - (c) Electronic network.
  - (d) Web.
- 4 ATM card is a :
  - (a) Credit card.
  - (b) Debit card.
  - (c) Smart card.
  - (d) E-cash.
- 5 Which of the following is C2C e-commerce ?
  - (a) Financial services.
  - (b) Product distribution.
  - (c) Online auction.
  - (d) None of these.

Turn over

II. Fill in the blanks :

- 6 VoIP stands for \_\_\_\_\_.
- 7 \_\_\_\_\_ are used for signing and endorsing electronic cheques.
- 8 The process of making information unintelligible to the unauthorized reader is called \_\_\_\_\_.
- 9 \_\_\_\_\_ is the electronic exchange of business documents in a standard, computer processable, universally accepted format between trading partners.
- 10 Web pages are prepared using \_\_\_\_\_ language.

(10 × 1 = 10 marks)

### Part B (Short Answer Questions)

*Answer any eight questions.*

*Each question carries 2 marks.*

- 11 What is WWW ?
- 12 What is encryption ?
- 13 What is spoofing ?
- 14 Define EDI.
- 15 What is B2G e-commerce ?
- 16 What is e-cash ?
- 17 What is intranet ?
- 18 Give two examples of search engines.
- 19 Write a short note on internet protocols.
- 20 What is SOA ?

(8 × 2 = 16 marks)

### Part C (Short Essay Questions)

*Answer any six questions.*

*Each question carries 4 marks.*

- 21 Explain the steps involved in E-commerce.
- 22 Discuss the benefit of internet advertising.
- 23 Explain the features of traditional commerce.
- 24 Explain advantages of extranet.

- 25 What is E-branding ? Explain the importance of e-branding ?
- 26 What is an electronic cheque ? Explain its advantages.
- 27 What are the advantages of Smart Cards ?
- 28 Explain the components of biometric ID systems.

(6 × 4 = 24 marks)

**Part D (Essay Questions)**

*Answer any two questions.*

*Each question carries 15 marks.*

- 29 What is supply chain management ? What are the processes involved in supply chain management ?
- 30 Define e-commerce. What are the factors influencing the success of e-commerce ?
- 31 What is a corporate web site ? Explain the process and needs of setting up web site for E-commerce.

(2 × 15 = 30 marks)